

Magazine shocker!! Casiano Communications launching new show-biz weekly!

Saudy Rivera of *Anda Pa'l Cará* and *TEVE Guía* to head new, digest-size, glossy magazine; hitting 2,700 island newsstands this November

BY CB STAFF

“Celebrity news and yes, gossip... but done with a finesse and quality our community hasn't seen before,” is how Casiano Communications Inc. (CCI) Chairman Manuel A. Casiano described his company's newest magazine: *TV Aquí*. “There are two basic reasons we've chosen to launch *TV Aquí* this November: first, our people's boundless appetite for news and exclusive stories about their favorite celebrities; and second, our community's support of Puerto Rico's contestants on TV's ‘Objetivo Fama’ and ‘Latin American Idol.’ These and other factors made this the right time to offer our readers, and advertisers, a new and markedly better weekly celebrity magazine, truly Puerto Rico's ultimate entertainment guide,” Casiano explained. In presenting the new weekly's editor, veteran TV and magazine reporter Saudy Rivera Soto, Casiano said he was “convinced that Saudy's combination of talent, experience, energy, contacts within the celebrity set and sense of style is exactly what we were looking for.”

Rivera Soto was most recently general producer of the NBC-Telemundo of Puerto Rico TV program *Día a Día*, and on-air reporter for its irreverent prime-time hit, *Anda Pa'l Cará*. She brings direct magazine experience to her new post as well; concurrent to Telemundo, she was celebrity reporter for *TEVE Guía*, producing as many as 16 stories a week. “My TV years were exciting and allowed me the opportunity to get to know virtually everyone in local show business,” said Rivera Soto, “but returning to magazines will let me present them to their fans in a new way, and over time, as only magazines can do. Of course, being part of CCI, Puerto Rico's magazine pioneer and publisher of 11 publications including IMAGEN, BuenaVIDA, PR Sports, Qué Pasa, the Agendas de Novia, Mamá and Decoración and CARIBBEAN BUSINESS, I have a very high standard to live up to. But it's a challenge I welcome.”

With more than 2,700 newsstands in Puerto Rico, Casiano Distribution Network will have *TV Aquí* on three times as many newsstands as any other show business magazine. CCI is the largest U.S. Hispanic-owned publisher of magazines and periodicals in the U.S.

EVERY COPY OF *TV Aquí* SOLD WILL INCLUDE SUPPORT FOR PUERTO RICO'S LOCAL TALENT; MAGAZINE “PREMIERE” EVENT TO BENEFIT NEW HOME OF CONSERVATORIO DE MÚSICA

In addition to taking a more sophisticated approach in its exclusive behind-the-scenes reporting and photos, and its availability at more

TV *Entretenimiento al día.* *aquí*

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than three times as many newsstands in Puerto Rico, *TV Aquí* will give its readers something else no other local celebrity magazine can: the opportunity to help the island's talent get ahead.

“A portion of every copy sold during the first three months will be donated to a scholarship foundation dedicated to helping our talented, aspiring, but disadvantaged, performing artists, develop themselves,” explained Casiano. “It's only right for us to do this, just as we've done with IMAGEN's longstanding sponsorship of the American Cancer Society's Red Gala each year.”

In keeping with CCI's community commitment, Puerto Rico's favorite celebrities are being invited to a “Hollywood Premiere”-style launch event for *TV Aquí* at San Juan's Centro de Bellas Artes Luis A. Ferré on Tuesday evening, Oct. 30: a benefit for the new home of the Conservatorio de Música de Puerto Rico currently under construction in Miramar. “The evening will be complete with media from Puerto Rico, Miami and Orlando, paparazzi, searchlights in the sky, limousines and hundreds of fans lining the VIP carpet leading into the Center,” said Rivera Soto. “Everyone in the Center's *Plazoleta* will receive a free advance copy of our first issue and have the opportunity to get it autographed by their favorite stars as they arrive. And for a \$200 tax-deductible donation to the Conservatorio building fund, anyone can mingle with their favorite celebrities at the VIP reception inside the Centro. It's a great cause and we're proud to help develop Puerto Rico's talented performers and to be part of their success.” To contact Saudy Rivera Soto, please call 787-728-3000, ext. 2280. ■